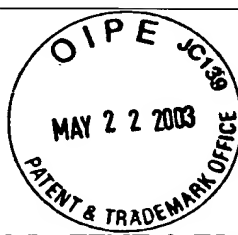


DOCKET NO.: 209745US25X CONT



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IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF :

WILL H. GARDENSWARTZ, ET AL.

: EXAMINER: CHAMPAGNE, D.

SERIAL NO: 09/893,775 :

FILED: JUNE 29, 2001

: GROUP ART UNIT: 3622

FOR: COMMUNICATING WITH A
COMPUTER BASED ON THE
OFFLINE PURCHASE HISTORY OF
A PARTICULAR CONSUMER

RECEIVED
MAY 27 2003
GROUP 3600

AMENDMENT

COMMISSIONER FOR PATENTS
ALEXANDRIA, VIRGINIA 22313

SIR:

In response to the Office Action dated February 27, 2003, please amend the above-identified application as follows:

IN THE CLAIMS

Please cancel Claims 10-14, 24-28, and 38-42 without prejudice.

Please amend Claims 1, 3, 15, 17, 29, and 31 as shown in clean form below.¹

1. (Amended) A method for delivering a targeted advertisement, comprising:
receiving from a first computer a first identifier identifying the first computer and
associated with an observed offline purchase history of a consumer, said purchase history
including information of an offline purchase of a consumer collected when the offline
purchase transpired; and

¹ A marked-up copy of the amended portion of the claims is attached hereto.

3622



Docket No. 209745US25X CONT
IN RE APPLICATION OF: Will H. GARDENSWARTZ, et al.
SERIAL NO: 09/893,775
FILED: June 29, 2001
FOR: COMMUNICATING WITH A COMPUTER BASED ON THE OFFLINE PURCHASE HISTORY OF A PARTICULAR CONSUMER

COMMISSIONER FOR PATENTS
ALEXANDRIA, VIRGINIA 22313

SIR:
Transmitted herewith is an amendment in the above-identified application.

- ☒ No additional fee is required
- ☐ Small entity status of this application under 37 C.F.R. §1.9 and §1.27 is claimed.
- ☒ Additional documents filed herewith: Marked-Up Copy

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The Fee has been calculated as shown below:

CLAIMS	CLAIMS REMAINING		HIGHEST NUMBER PREVIOUSLY PAID	NO. EXTRA CLAIMS	RATE	CALCULATIONS
TOTAL	29	MINUS	42	0	x \$18 =	\$0.00
INDEPENDENT	6	MINUS	9	0	x \$84 =	\$0.00
		<input type="checkbox"/> MULTIPLE DEPENDENT CLAIMS			+ \$280 =	\$0.00
		TOTAL OF ABOVE CALCULATIONS				\$0.00
		<input type="checkbox"/> Reduction by 50% for filing by Small Entity				\$0.00
		<input type="checkbox"/> Recordation of Assignment			+ \$40 =	\$0.00
		TOTAL				\$0.00

☐ A check in the amount of \$0.00 is attached.

☒ Please charge any additional Fees for the papers being filed herewith and for which no check is enclosed herewith, or credit any overpayment to deposit Account No. 15-0030. A duplicate copy of this sheet is enclosed.

☒ If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37 C.F.R. §1.136 for any necessary extension of time may be charged to Deposit Account No. 15-0030. A duplicate copy of this sheet is enclosed.

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.

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